Creative Director notes w Jared

more diagram-based

way to drag things places to make coffee yourself

earthtone color palette

Mockup ideas

- home page, very calm, not much wording
- each page as a new exploration
- information shows up as you drag

Meeting #2

- Like the second iteration more
- I like the browns in the color palette
- easy it is to navigate and learn about the different drinks
- More expressive typography - hand drawn or rounded serif
- Coffee cups more hand-illustrated
- Not so many lines

Meeting #3

- Kerning for some of the header text is weird- The colder side of coffee, explore the guide

- Text doesnt need to be italics
- Can you switch the body text to futura?
- I like the little burbs better than the lines
- Liked it better when it was all on one page as opposed to different pages
- Discussed *possibility* of making it interative so you can build different drinks